

Appln No. 09/575,159  
Amdt. Dated July 21, 2005  
Response to Office Action of June 6, 2005

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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for providing information in a document, including:

establishing personalized user content preferences;

selecting and formatting information corresponding to the content preferences; and

printing the formatted information in a document with at least one user interactive element, the formatted information including visible information ~~the~~ having a spatial extent of which corresponds to the user interactive element and coded data, the coded data being coincident with the visible information and enabling a user to indicate a response to associated information in the document, by interacting with the element using a sensing device which is adapted to sense the coded data when placed in an operative position relative to the visible information and transmit response data to a computer system using the sensed coded data.

2. (Original) A method as claimed in claim 1, wherein the response indicates a future content preference.

3. (Original) A method as claimed in claim 1, wherein the preferences include a predetermined proportion of the content which is to be advertising material.

4. (Original) A method as claimed in claim 1, wherein advertising material is printed in the document and the placement of the material is determined on the basis of the content preferences and the formatting of the information.

5. (Original) A method as claimed in claim 1, wherein advertising material targeted to content of the formatted information is placed in proximity to related subject matter of the formatted information.

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6. (Original) A method for providing information as claimed of claim 1, wherein at least a portion of the content preferences is derived from demographic data of the user.
7. (Previously Presented) A method as claimed in claim 3, wherein the advertising material includes at least one of the user interactive elements which is adapted to be touched or marked so as to effect printing of further information relating to advertised topics.
8. (Original) A method as claimed in claim 7, wherein the further information is a product brochure.
9. (Original) A method as claimed in claim 1, wherein the associated information includes a written article and the response corresponds to a rating for the article.
10. (Original) A method as claimed in claim 1, wherein the document includes coded data indicative of an identity of the document and of the at least one interactive element, and wherein the method includes receiving, in the computer system, indicating data from the sensing device regarding the identity of the document and a position of the sensing device relative to the document in order to identify the document and determine when the sensing device is used to interact with the element.
11. (Original) A method as claimed in claim 10, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the document.
12. (Original) A method as claimed in claim 11, including the sensing device sensing its movement relative to the document using the coded data, and identifying the response in the computer system from the movement being at least partially within a zone associated with the interactive element.
13. (Original) A method as claimed in claim 1, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of

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the sensing device in the computer system.

14. (Original) A method as claimed in claim 1, including printing the document on demand.

15. (Original) A method as claimed in claim 10, including printing the formatted information on a surface of a surface-defining structure and, at the same time, printing the coded data on the surface.

16. (Original) A method as claimed in claim 15 which includes printing the coded data to be substantially invisible in the visible spectrum.

17. (Original) A method as claimed in claim 10, including retaining a retrievable record of the printed document, the document being retrievable using the identity data as contained in the coded data.

18. (Original) A method as claimed in claim 1, including distributing a plurality of documents using a mixture of multicast and pointcast communications protocols.

19. (Original) A method as claimed claim 1, in which the document is printed on multiple pages and in which the method includes binding the pages.

20-35. (Cancelled)